

Rep Order# 7880879  
EC'd Yes

Ver# 5 Mod# 2 Status Confirmed

Traffic Order# 23688

Printed: 09/25/2012 4:03 PM

1 of 4

Last Received: 09/25/2012 12:50 PM

Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) NRCC-NATL REPUB CONG  
Product NRCC IE 2012  
Estimate# 2601  
Buyer TRACEY ROBINSON  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2601  
Flight Dates 09/28/2012 - 10/04/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAMIE ANDRUS  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

---CONTRACT COMMENT---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 2	6A-7A	:30	09/28-09/28	1	\$200.00	1
Rating:	2.8							
2	M-TH	KSL 5 NW TDY 2	6A-7A	:30	10/01-10/04	4	\$200.00	4
Rating:	2.8							
3	F	TODAY SHW	7A-8A	:30	09/28-09/28	1	\$450.00	1
Rating:	2.8							
4	M-TH	TODAY SHW	7A-8A	:30	10/01-10/04	4	\$450.00	4
Rating:	2.8							
5	SU	MEET PRESS-SUN	8A-9A	:30	09/30-09/30	1	\$150.00	1
Rating:	1.2							
6	F	TODAY SHW2	9A-10A	:30	09/28-09/28	1	\$200.00	1
Rating:	1.4							
7	M-TH	TODAY SHW2	9A-10A	:30	10/01-10/04	4	\$200.00	4
Rating:	1.4							
8	F	KSL 5 NWS-NOON	12P-1P	:30	09/28-09/28	1	\$200.00	1
Rating:	1.2							



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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
40	M-TH	KSL 5 NWS-6:30	630P-7P	:30	10/01-10/04	4	\$400.00	4
Rating: 3.0								
Buyline Comment: 1/DAY								
44	SU	NBC SUN-FTEL	615P-930P	:30	09/30-09/30	1	\$3,500.00	1
Rating: 8.5								
45	SU	KSL NFL EDITION	930P-10P	:30	09/30-09/30	1	\$800.00	1
Rating: 6.7								
46	M-TU,TH	KSL 5 NWS-10	10P-1035P	:30	10/01-10/04	3	\$1,800.00	3
Rating: 7.3								
Buyline Comment: 1/DAY								
49	SA	KSL 5 NWS-10	10P-1035P	:30	09/29-09/29	1	\$1,200.00	1
Rating: 5.5								
50	SU	KSL 5 NWS-10	10P-1035P	:30	09/30-09/30	1	\$2,100.00	1
Rating: 8.6								
51	F	TONITE SHW	1035P-1137P	:30	09/28-09/28	1	\$550.00	1
Rating: 3.4								
52	TU-W	TONITE SHW	1035P-1137P	:30	10/02-10/03	2	\$550.00	2
Rating: 3.4								
Buyline Comment: 1/DAY								
54	SA	SPORTS BEAT SA	1035P-1105P	:30	09/29-09/29	1	\$375.00	1
Rating: 3.0								
55	SU	SPORTS BEAT SU	1035P-11P	:30	09/30-09/30	1	\$475.00	1
Rating: 4.4								
56	SA	L&O SVU	8P-10P	:30	09/29-09/29	1	\$800.00	1

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---REPORT TOTALS---  
 Report Totals: 56 / \$29,305.00

---SALES MONTHLY TOTALS---

Sep 12: 19 / \$12,765.00 Oct 12: 37 / \$16,540.00  
 Sales Totals: 56 / \$29,305.00  
 Station Totals: 56 / \$29,305.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$97,683	CABL 0%	KJZZ 0%	KSL 30%	KSTU 0%	KTVX 0%
Books	null	KUCW 0%	KUTV 0%	UNKN 70%		
Demos	RA35+					